NUMBAT IS CLAIMS IS:

1. A system for electronic commerce, the system comprising a server, connected to a network, the server having a processor and storage, the storage including a custom catalog listing products using product identification (PID), the PID having recipient information encoded therewith.

- 2. The system recited in claim 1 wherein the server implementing a registry, the registry comprising database structures and instructions for the processor to administer the registry including instructions to allow a plurality of participants controlled access to the database and to each other.
- 3. The system recited in claim 2 wherein the product identification (PID) further identifies a registry.
- 4. The system recited in claim 3 wherein the server further comprises:

means for selecting a datalog template;

means for selecting products for inclusion into the catalog; and

means for merging personal content into the catalog.

5. The system recited in claim 4 wherein the means for selecting the catalog template comprises web pages designed to present an array of catalog templates to the recipient and to accept the selection from the recipient.

- 6. The system recited in claim 4 wherein at least one product of the selected products is associated with regular pricing and special pricing.
- 7. The system recited in claim 3 wherein the PID is a single code sequence.
- 8. The system recited in claim 3 further comprises means for presenting the custom catalog to a participant computer, connected to the network.
- 9. The system recited in claim 8 wherein the custom catalog is a difference catalog.
- 10. The system recited in claim 8 further comprising means for accepting suggestions for products for inclusion into the custom catalog.
- 11. The system recited in claim 2 wherein the instructions comprise instructions implementing communications between the participants including a recipient and a giver such as a chat room.
- 12. The system recited in claim 2 wherein the network is the Internet.
- 13. The system recited in claim 2 wherein the PID includes information on the participants.
- 14. The system recited in claim 2 further comprising means for printing the custom catalog listing products using the PID.

15. An electronics commerce method implemented on a networked computing system, the method comprising:

selecting products for inclusion in a custom catalog;

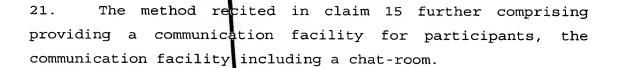
assigning a unique product identification (PID) to each of the selected products, the PID identifying the product and a registry associated with a recipient for whom the product is to be purchased;

producing a custom catalog listing the selected products and their PID(s;

distributing the custom catalog; and

providing means for a gift giver to purchase the products for the recipient.

- 16. The method recited in claim 15 wherein the custom catalog comprises custom content including recipient specific information.
- 17. The method recited in claim 15 further comprising a step of maintaining a registry account for the recipient for tracking gift credits.
- 18. The method recited in claim 17 further comprising a step of reallocating purchase price credits for exchanging a first purchased product for a second purchased product.
- 19. The method recited in claim 15 further comprising a step of accepting a partial purchase of an item.
- 20. The method recited in claim 15 wherein the means for the purchase includes web page access to the registry via the Internet.



22. An article of manufacture for a computer, the article comprising:

computer storage;

a program stored in the computer storage, the program, when executed, causing the computer to:

assign a product identification (PID) to an item for sale, the PID also identifying a recipient for whom the item is to be purchased;

produce a custom catalog listing the item having
the PID;

distribute the custom catalog; and

provide means for a gift giver to purchase the item for the recipient.